
NATASHA WATLEY FOUNDATION

ANNUAL
REPORT
2020

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WELCOME TO OUR ANNUAL REPORT 2020

At the Natasha Watley Foundation, our mission is to empower young women to become leaders of character through participation and training in the sport of softball.

In the past year, we have made significant headway. This is thanks to the support of our board, donors, members, and supporters. We can't wait for you to dive into our Annual Report and see some of the highlights and stories about changes in the lives of our girls. We hope you will be inspired to share our work with your networks to help boost our support base.

CONTENT

Letter From the CEO

Year in Review

Program Stats and Impact

Financial and Program Support

NWF Board of Directors

Get Involved





LETTER FROM NATASHA WATLEY

Can you believe that Natasha Watley Foundation has been in existence for a decade?! I am grateful we are thriving and becoming game changers in our girls' lives. Our donors and partners are critically important to our success.

2019: Monumental year of league and foundation growth.

- We broke our previous record for yearly growth
- We hired our first TWO staff members
- Created the Glasco Family Fund to memorialize in perpetuity
- Foundation goes global: NWF Coach mentors in The Gambia
- Launched a new coaching curriculum for our coach mentors

When we reflect on the past decade:

- We served over 2,657 girls
- Had Over a hundred NWF Coach Mentors, some ascended to high school, college, professional teams and private sector.

Indeed a decade has passed, but it honestly feels like we are just getting started. As we look forward, our future looks extremely bright. We are creating life changing experiences and building important educational content. We hope that you continue to support us!

Cheers to 2020!

Natasha Watley

YEAR IN REVIEW

2019 was a pivotal year for NWF. Besides growing NWF Summer League and the success stories of our girls, this year we focused on our coach mentors because we understand that the quality of their training will improve the experience for our girls.

In 2019 we:

- Expanded our leagues to 21 locations.
- Hired 2 new staff members.



614*

Players in 2019

19

Coach Mentors

91%

of our girls want to play softball again after participating in the programs



CONGRATULATIONS to Bruin Kinsley Washington, who helped lead UCLA to win the 2019 NCAA championship!

2019 CHALLENGES

In 2019, NWF shifted from having both the Valley and South LA sites play in both the summer and fall seasons, to having each area play just on season. This impacted the number of girls we were able to serve through the Department of Rec and Parks, and was a decision made in conjunction with the City due to their budget constraints and the need for more outreach to ensure that all teams have enough players.

One of the major lessons from our expansion in 2018 was that the numbers of girls per team need to be increased in order to avoid forfeits due to lack of attendance. This meant there were fewer teams playing in 2019.

In 2020, we are continuing to recruit and provide more outreach resources to the City as well as working to raise additional funds through the hiring of a new Development Director to support more teams.

We expect that the number of girls served in 2020 will again reflect growth as well as the implementation of new best practices to enhance player experiences from what we have learned.



NWF PROGRAMS

SOFTBALL LEAGUE

The softball league program is designed to introduce softball to girls who have never played softball or would not otherwise have access to quality coaching and team experiences. Teams play during the summer and fall for 8 weeks. During that time, they learn not only technical softball skills, but also teamwork, sportsmanship, and positive skills for relationship building with peers and adults. Games and practices are played at fields throughout South Los Angeles.

COACHING DEVELOPMENT

In 2019 we invested in our coaches. We believe that the quality of the training we give our coaches will reflect on the quality of the training for our girls. The professional development program for coaches is a new aspect of the NWF currently in development. It is designed to help coaches gain technical skills in teaching, skills in handling conflict, self-esteem building and mentorship skills that are important to developing coaching talent.



OUR PLAYERS

In 2019 we served 614 girls while expanding our program to 21 locations in the Los Angeles area. Our players range from 8 to 15 years old

11.6 YO

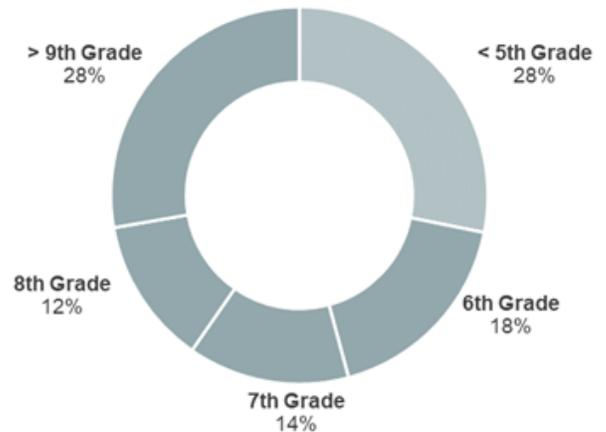
Average players age

72%

Of our girls are between 2nd and 8th grade

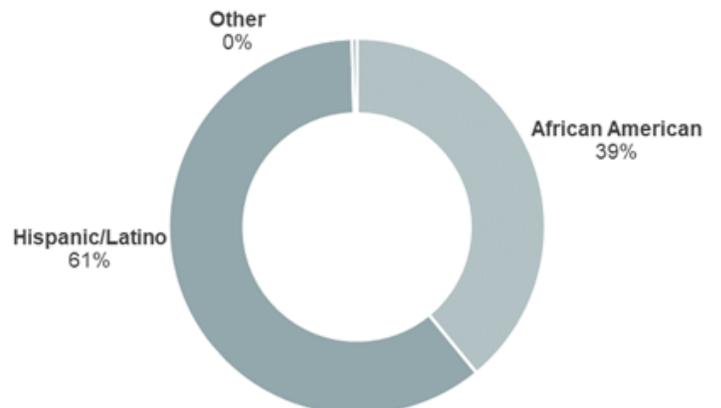
SCHOOL GRADE

28% of our girls are in grades 5th and under.



ETHNICITY

100% of our girls come from Latino and African American Ethnicities.





The following stories show the transformative power of education and community in our girls. NWF has been able to open the door to new experiences for girls to explore the world and dream about whatever they want to become.

NATASHA WATLEY

BROOKELYNN GARCIA COACH MENTOR



Going to The Gambia was extremely life-changing. Everything and everyone is so different in the most amazing and humble way. I took away many things like to always be kind, patient, and thankful. It was such an honor to be with the coaches in The Gambia, Tara Henry, and the RTB team. Everyone there had something to offer. And they all taught me so much.

The first few days we taught the basics of softball. Although I was scared to teach, I was sure of the impact of me being here would have. I geared up, and within only a few hours we went over many different stations of pitching and they all picked it up very fast! It was amazing! Being a pitcher myself, the most rewarding thing for me was watching all of them learn and ask questions.

One of the main lessons from my trip is that we tend to take things for granted. The kids and coaches were always willing to give 100% in everything that they did. Here, they have the bare minimum to practice softball/baseball/streetball BUT they make it work and they do the most amazing job at it.

This trip was my opportunity to spread the love for the game to all of the kids and the coaches. I immediately connected with the RTB team and the coaches out there which made everything so much more enjoyable. Leaving all of them was so hard and I just wanted to stay forever.

Being a coach mentor for NWF is the most rewarding thing ever. Growing up I looked up to her. So, being part of her organization was life-changing. I am forever thankful for the opportunity to go to Africa. Summer 2019 with NWF was incredible. Coaching my own team and helping all of the little girls improve each week was so rewarding to watch. The best part about being a coach mentor is the feeling of giving back. Knowing they look up to you and want to be just like you is incredible. I can't wait to return Summer 2020!



KINSLEY WASHINGTON COACH MENTOR



During these past three years, I've had the honor of wearing the four-letter word U-C-L-A across the front of my chest. I started playing softball at the age of five. The coaches I played for growing up truly impacted me and saw great potential in me. I'd always looked up to Natasha because she was one of the few people on TV I saw excelling in the sport that looked like me. I carried this inspiration and drive with me throughout my collegiate career at UCLA. Being able to win a National Championship Title with my team was one of the best days of my life. I felt a sense of validation that all the sacrifices and hard work from the age of five had finally paid off.



I have learned so much these past summers mentoring the young girls of Baldwin Park. They have made a lasting impact on me by sharing their personal stories and by trusting me to give them advice not only regarding softball but in life. Coming to practices every week and seeing the huge smiles on their faces because they did well on a test at school, or they finally learned how to do a backhand was what made me enjoy every single moment with them. Their eagerness to learn and get better relit that fire inside me to continue to improve myself. The most important thing I instilled in my team was that it is first important to be a good teammate. Attitude and effort are the only thing in the game that you can control, once they learned that, they were able to open themselves up to more opportunity on and off the field.



I have always wanted to be a positive role model to others. Being on Honor Roll every year at UCLA is something that I am very proud of and encourage others to value. I've always believed that it does not matter how talented of an athlete you are if your grades are not up to par. By having a solid GPA it opens up several doors to further your education and future opportunities.

I would like to thank everyone from the Natasha Watley Foundation for inspiring girls around the world and giving them an opportunity to learn and love the game.

JORDAN GARCIA PLAYER



I started playing in the Natasha Watley league when I was 6 years old. I had already played a season of soccer and a season of tee ball at one of the parks and this was my first season playing softball. My mom said I mostly picked flowers and asked for snacks but one of the student coaches told her that I was a natural.

My mom said she told her: "Jordan is going to be spending a lot of time in the parks because she is going to be good". I LOVED it. Everything about it was so much fun being around girls that became my best friends, having coaches that looked like us it was all just so cool.



I remember my very first NW Coach. Her name was Brooke and she went to Hampton University. She was beautiful and tall and I remember just wanting to be like her. That was my best summer. I have played in the Natasha Watley league every summer since then. I even won a championship.

Softball changed my life. I remember when I began to look into playing travel ball and Ms. Watley gave me the best advice: "To be myself". I'm sometimes shy and it takes some time for me to feel comfortable but I took that advice to my tryout, made the team, and never looked back. I just completed my first complete year of travel ball, I have a 3.4 GPA my batting average is a .444 and I had an ERA of 2.74 at 11. My fastball was 52 mph and my change up was 36 mph.



My dream is to compete on the college level and be one of the student coaches and hopefully intern for the NW foundation. My family doesn't have much but softball and the Natasha Watley league changed my life forever. I appreciate everything I have gotten from this program and for giving girls like me, that live in neighborhoods like mine, a shot at something bigger.

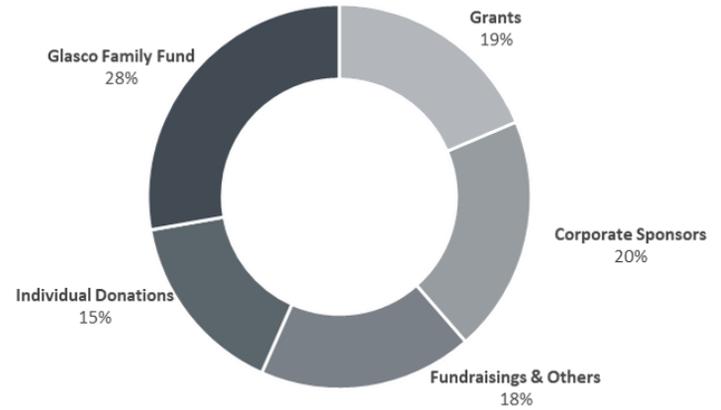
I will forever make you proud

FINANCIAL OVERVIEW

80,3K

TOTAL INCOME FY 2019

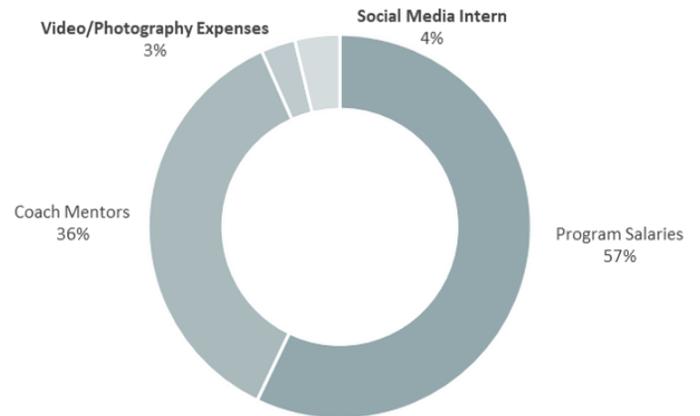
TOTAL INCOME



45,9 K

TOTAL EXPENSES FY 2019

TOTAL PROGRAM EXPENSES

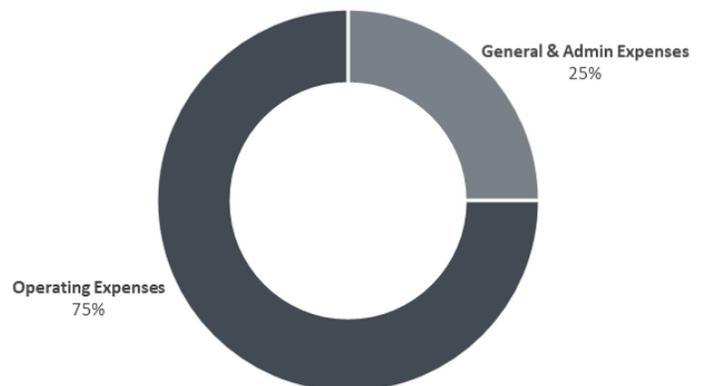


75%

PROGRAM EXPENSES

Of total expenses of NWF go directly to our programs

EXPENSES DISTRIBUTION



A SPECIAL THANK YOU TO OUR SUPPORTERS

Alexa Dispirito
Alleah Gogley
Allen & Vicki Jones
Althea Sidney
Amanda Powell
Andrea Wellman
Anthony Wingate
Auburn Softball
Brenda Brooks
Cain Moncla
Chelsea Turner
Cheri Kempf
Donald Minard (FC Rico-Weil)
Dorothy Qualls
Erin Civey
Gerald TRAHAN
Gina Vecchione
Glasco Family Fund
Harvey Schexnider
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Jenna Hall
Jerry chamber
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Jessica Mendoza
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Karen W Bernard
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Kelsi Rynard
Kemp Crawford
Kerri Blaylock
Kevin Lewis
Kimberly Dean
Kimberly Moseley
Kristen Morley
Laura Quist L
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Margo Wagner
Maria Rodriguez
Maria Teresa Decker
Megan Bartlett
Megan Gabby
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Mike Inouye
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Natalie Hawkins
Nate McKean
Pati OMalley
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Tim Walton
Tina Kramos
Todd Ryman
Tom and Julie Diller Family
Trisha Ford
Troy Rawlings
Vicky Fox
Victoria Bullock
Wes Harris
William Tomasello

OUR CORPORATE SPONSORS



NWF LEADERSHIP



Natasha Watley
Founder - CEO



Liz Stauffer
Director of Development



Lauren Lombardi
Program Coordinator

BOARD OF DIRECTORS



E. Ashley Dean
Board President



Zoe Quist
Secretary



Sue Enquist
Board Member



Lani Copper
Board Member



Marcia Reed
Board Member



Maria Rodriguez
Board Member

2020 GOALS

30%

INCREASE THE NUMBER OF GIRLS SERVED

Serve more girls through added partnerships

40%

INCREASE THE NUMBER OF COACH MENTORS

Deepen and expand coach mentor experience by a level 2 version of curriculum

OVERVIEW OF GOALS

We want to go big in 2020. Through new partnerships local and international we want to build brand awareness locally and internationally. This will help us expand our reach to more girls in more locations.



GET INVOLVED

Our goals for 2020 are BIG, which means we'll need the help of new your help. There are many ways you can support NWF including spreading the word of our work. 2019 was a great year because of you and we want to thank you in advance for an amazing 2020.

WAYS YOU CAN SUPPORT

CORPORATE SPONSORS

WE WOULD LOVE TO HAVE YOU HIT A HOME RUN TODAY FOR NWF

If you'd like to change a girl or even a team of girl's lives please reach out to us for a corporate sponsorship package. We have packages ranging from \$1000 - \$50,000 with tailored incentives and generous recognition on multiple platforms.

DONATE MONEY

BECOME A MONTHLY DONOR

\$9/mo provides 1 girl with everything she needs
\$29/mo provides 3 girls with everything she needs
\$100/mo Supports 1 team

FUNDRAISE FOR NWF

THIRD PARTY EVENTS & PARTNERSHIPS

Have your business, organization or community group, school or program host an event to benefit The Natasha Watley Foundation.

RALPHS COMMUNITY CONTRIBUTION PROGRAM

SHOP AT RALPHS AND HELP NWF

Use your Ralphs Rewards Card to earn donations for NWF. A portion of your purchase price will be donated to NWF!

AMAZON SMILE

YOU SHOP. AMAZON GIVES

Amazon will donate 0.5% of the price of your eligible AmazonSmile purchases to NWF whenever you shop on AmazonSmile.



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